



Governor's Office of the Business Ombudsman **Customer Service Overview**

The Governor's Office of the Business Ombudsman serves as a liaison between Maryland businesses and the local, state, and federal governments. The Governor's Business Ombudsman works to resolve problems encountered by businesses and facilitate state responsiveness to business needs. This office also serves as a central clearinghouse of information for business assistance programs. Moreover, the Business Ombudsman is responsible for reporting and making recommendations to the Governor and the General Assembly regarding breakdowns in the delivery of economic development resources and programs, including problems encountered by businesses interacting with state agencies.

The Governor's Business Ombudsman's Office is also responsible for implementing the Governor's statewide customer service initiative. The Business Ombudsman administers and oversees the State Customer Service and Business Development Efforts Training Program for each of the respective agencies and departments.

Primary customers of the Governor's Ombudsman's Office are the businesses of Maryland. The Ombudsman's Office most frequently assists small, veteran and minority-owned businesses.

The Governor's Customer Service Promise describes our approach. Customer Service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person inquiries. For example, we will acknowledge all email inquiries within 24 hours of receipt.
2. Ensure state employees and managers continue to improve customer service skills through formal training classes and informal coaching on best practices in customer service.
3. Improve the processing times of agency services to help citizens and businesses accomplish their transactions with the state.

CHANGING Maryland for the Better

CUSTOMER SERVICE PROMISE
Larry Hogan, Governor • Boyd Rutherford, Lt. Governor

The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

4. Increase the number of services the state provides online so that citizens and businesses can utilize self-service, as appropriate.
5. Update online publications, forms, Frequently Asked Questions, and pertinent information on our website so citizens and businesses can find relevant information quickly and accurately.
6. Use social media to help get the word out about services, events, and news to provide citizens and businesses with information important to them.
7. Ensure that Maryland constituents and businesses have their voices heard by the Maryland state and local governments.
8. Ensure that constituents receive a timely explanation when their requests cannot be fulfilled.
9. Ensure that its services are easy to locate and access on the Business Ombudsman website.
10. A three question Customer Experience Survey is available on our website for citizens and businesses to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will at all times treat our customers with respect and courtesy. Moreover, this office will listen carefully to all of our customer's issues and conclude our interactions with customers in a respectful and professional manner. We will also analyze best practices in order to better align them to customer needs, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals. We will also continue to recognize top performers in our office, departments and agencies for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service.

We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information, please see [visit our website](#).

[Click here](#) for our three question customer experience survey.